

TO : R.C. FARMER
FROM : T.J. THOMPSON

RE: ALLENTOWN ART FESTIVAL

DEAR ROGER:

I AM ENCLOSED RESULTS OF OUR BLITZ COVERAGE FOR ALLENTOWN ART FESTIVAL. THE RESULTS ARE GREAT CONSIDERING BOTH REPS THAT I TRAINED HAVE ONLY THREE MONTHS EXPERIENCE AND OUR PART TIME PROMOTIONAL SPECIALIST HAD ONLY TWO DAYS UNDER HIS BELT:

RETAIL REPRESENTATIVE SCOTT YUDESS USED "CAMEL WARFARE" TACTICS DURING THE 1994 ALLENTOWN ART FESTIVAL IN BUFFALO N.Y.. ADDITIONAL SUPPORT WAS PROVIDED BY CAMEL SALES REP TEMP. RON CARR, PROMOTIONAL SPECIALIST SCOTT WILSON, AND BUFFALO DIVISION TRAINING AND DEVELOPMENT MANAGER TIM THOMPSON.

THE RESULTS ARE AS FOLLOWS:

51859 5292

ACCENTOWN ART FESTIVAL

10 RETAIL CALLS

PREMIUMS :	552	CAMEL TUMBLERS
	540	SELECT CAN HUBBERS
	114	CAMEL T-SHIRTS
	40	MAGNA ARMOUR ALL KITS
	50	SACEM RAIN COATS
	120	SACEM CASSETTES
	86	SACEM BOTTLE OPENERS
	10	CAMEL LIGHTERS
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	1512	TOTAL PREMIUMS

COUPONS/BUYDOWNS :

1603	PACKS	CAMEL
1103	PACKS	SELECT
93	PACKS	MONARCH
100	PACKS	DONAL
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2899		TOTAL PACKS

POS/DISPLAYS :	21	BANNERS
	4	CURB MOUNTS
	10	DUMP BINS
	6	TEMP DISPLAYS
	2	CLOCKS
	103	PAPER

* TOTAL PROMOTED CARTONS

597 OR 7.9 CASES
OF EXTRA PRODUCT

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